

MISSION BAY CITIZENS ADVISORY COMMITTEE

Thursday, November 13, 2014 - 5:00 PM

Mission Creek Senior Community – Creek Room
225 Berry Street

PLEASE NOTE ROOM LOCATION

AGENDA

Please see attached map for location of projects

MEMBERS

Corinne Woods,
Chair

Kevin Simons,
Vice-Chair

Kevin Beauchamp
Sarah Davis
Dan Deibel
Donna Dell'Era
Alfonso Felder
Michael D. Freeman
Tom Hart
Andrea Jones
Toby Levine
JoAnn Locke
Dick Millet
Jennifer Pratt Mead
Catherine Sharpe
Milena Elperin

1. **Discussion Item: Draft Transportation Management Plan for the Warriors Event Center and Mixed-Use Development Project** – Representatives from the Warriors Team – 75 minutes
Description of Item: The Warriors team will provide an overview of the proposed transportation management plan for the Warriors Event Center and Mixed-Use Development Project on Blocks 29-32. Circulation patterns, vehicular/pedestrian/bicycle access, transit, and traffic control measures will be presented.
2. **Discussion Item: Overview of Next Steps for the Warriors Event Center and Mixed-Use Development Project** – Representative from Office of Economic and Workforce Development (OEWD) - 20 minutes
Description of Item: OWED staff will discuss the next steps for the Warriors project.
3. **Chair Updates** - 10 minutes
 - **Upcoming 11/19/14 Waterfront Transportation Assessment Meeting**
(www.sfmta.com/sites/default/files/projects/2014/141119_SavetheDate.pdf)
4. **OCII/MBDG Updates** – 10 minutes
5. **Public Comment** (Persons wishing to address the members on non-agenda, but CAC related matters) – 10 minutes

Opportunities for Public Comment are provided after CAC member discussion of each agenda item. Pursuant to the Brown Act, the CAC limits the amount of time allocated for each speaker on particular issues to no more than 3 minutes.

Room Directions: Please note that we meet in the Creek Room at Mission Creek Senior Community, 225 Berry Street at 4th Street. The entrance to the room is off the promenade along the creek, at the back of the building, near the library. Parking is limited to on-street parking, so we strongly encourage that you walk, bike, or use transit (the closest transit is the N-Judah or K/T-Third to 4th and King)

Contact: Lila Hussain, Asst. Project Manager at 415-749-2431 or at lila.hussain@sfgov.org for more information about Mission Bay
Office of Community Investment and Infrastructure (OCII)
Successor Agency to the San Francisco Redevelopment Agency of the City and County of San Francisco
One South Van Ness Avenue, 5th Floor, San Francisco, CA 94103, 749-2400



LEGEND:

- | | |
|---|---|
| Public Facility | UCSF Campus |
| Parks | UCSF Medical Center |
| Retail | Commercial Office |
| Residential / Market Rate | |
| Residential / Affordable | |
| Hotel / Residential | |

MISSION BAY LAND USE PLAN

MAY 1, 2014



0 200 800
100 400

Warriors Arena

Community Outreach Process Overview and Next Steps



Community Process Overview

Since the decision to move arena to Mission Bay seven months ago there have been 5 CAC meetings/workshops...

- May 2014 – Project Introduction
- August 2014 – Initial Site Design
- September 2014 (2 meetings) –Site Design and Massing
- October 2014 – Waterfront Transportation Assessment Update

As well as.....

Other Stakeholder Outreach

The Golden State Warriors and City staff have also outreached to other stakeholders, including:

- Mission Bay life science community
- Neighborhood leaders from:
 - South Beach, Rincon Hill, Mission Bay, Dogpatch, and Potrero Hill
- UCSF
- SF Giants
- SF Bicycle Coalition
- SF Walk
- Local residents and business/merchants

Several common themes have emerged...

Common Themes

Most of the received comments fall within several main categories:

1) Design and Massing

- Skybar height and design
- Height and setback along the pedestrian edge of site and throughout buildings
- Local wind patterns
- High quality of design and creation of needed open space
- Exciting to have an active area with commercial (food) retail options
- Understanding of great need for more office/lab space in area

2) Traffic Congestion and Parking

- Access to hospital, residents, and businesses during events
- Adequate transit to serve the site
- Location of parking
- Traffic control
- AT&T Park and GSW events on the same day

3) Event Management

- Crowd control and security
- Trash and potential damage to adjacent properties

4) Construction Impacts

- Noise, dust control, traffic, and vibration

Comments will be tracked on the OEWD website going forward – link to be provided once the website is updated

Next Steps

These comments will be addressed throughout the ongoing public process at the upcoming meetings and through the environmental review process

Schedule

- Notice of Preparation – November 19
- EIR Scoping Meeting – December 9
- Mission Bay CAC (Major Phase updates) - December 11
- OCII Commission (Major Phase) – December 16
- Planning Commission (Major Phase) – December 18
- Mission Bay CAC (Schematic Design) – Jan/Feb 2015
- Mission Bay CAC (Event Management) – Feb/March 2015
- DEIR Release – Spring 2015

Questions/Concerns?

Please feel free to contact:

- John Gavin

Project Manager

Office of Economic and Workforce Development

John.Gavin@sfgov.org

415.554.6122

- Theo Ellington

Director, Public Affairs GSWs

SFArena@warriors.com

w: 510.986.2278



Transportation Management Plan

Event Center and Mixed-Use Development in Mission Bay

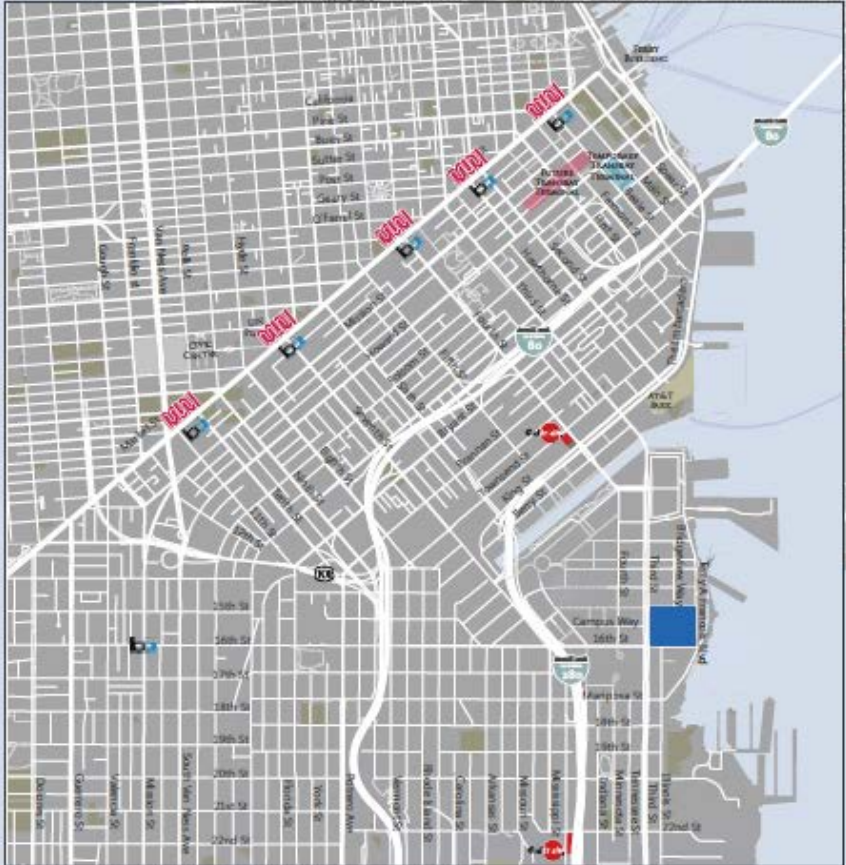
Mission Bay Citizens Advisory Committee Meeting
November 13, 2014

Agenda

- Project Overview and Transportation Management Plan Context
- Analytical Assumptions
- Peak Event Pre-Event Plans
- Peak Event Post-Event Plans
- Additional Transportation Demand Strategies

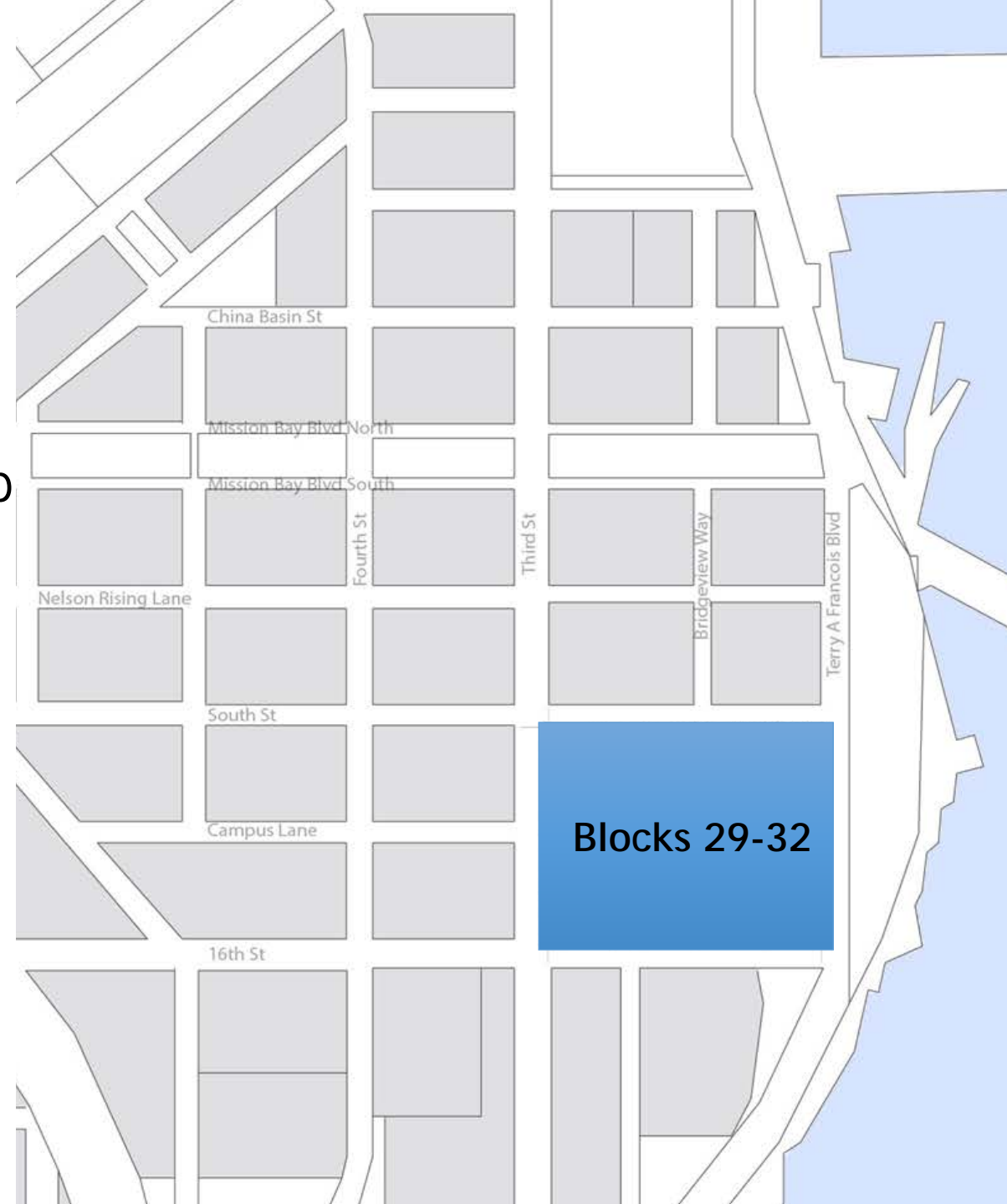


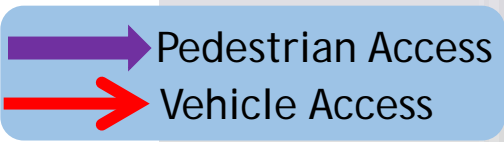
Mission Bay Blocks 29-32



Project Elements

- Approximately 18,000 seat multi-purpose arena
- Approx. 500,000 leasable sq ft of Office/Lab
- 75,000 - 95,000 leasable sq ft of Retail
- 3.2 acres of plazas and public space
- 700 - 950 parking spaces





Gene Friend Way

Campus Lane

Third St.

Bridgeview Way

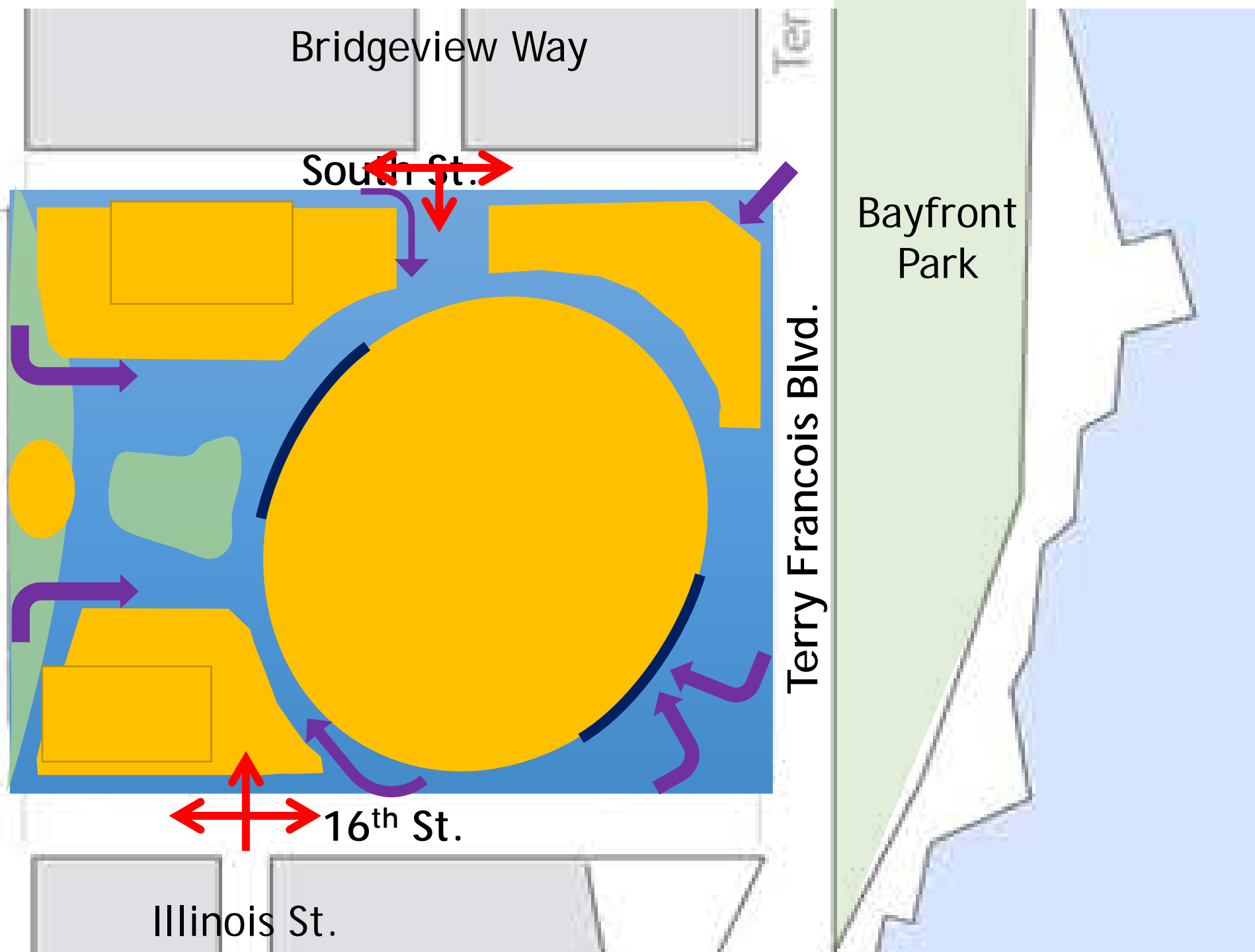
South St.

16th St.

Illinois St.

Terry Francois Blvd.

Bayfront Park



ANALYSIS

Travel Demand Memo

Technical Analysis
Mode splits, no. of auto trips generated*
**Data not yet available*

Transportation Management Plan (TMP)

Operations Plan
“Last mile” strategies

SFCTA Waterfront Analysis

Technical Analysis
Regional traffic patterns, forecasts, and strategies

SEIR

Technical CEQA Document
Transportation impacts and proposed mitigations

MANAGEMENT

Transportation Demand Strategies

Operations Plan
Strategies for reducing auto mode

Transportation Management Plan (TMP)

Operations Plan
Ongoing revisions
“Last mile” strategies

Transit Service Plan

Operations Plan
Special Event transit service for pre- and post-event

Transportation Management Plan Goals

- Maximize safety for all site visitors
- Promote the use of sustainable transport options, specifically non-automobile transportation, including transit, walking, and bicycling
- Reduce vehicular impacts and minimize pedestrian spillover into streets and adjacent neighborhoods

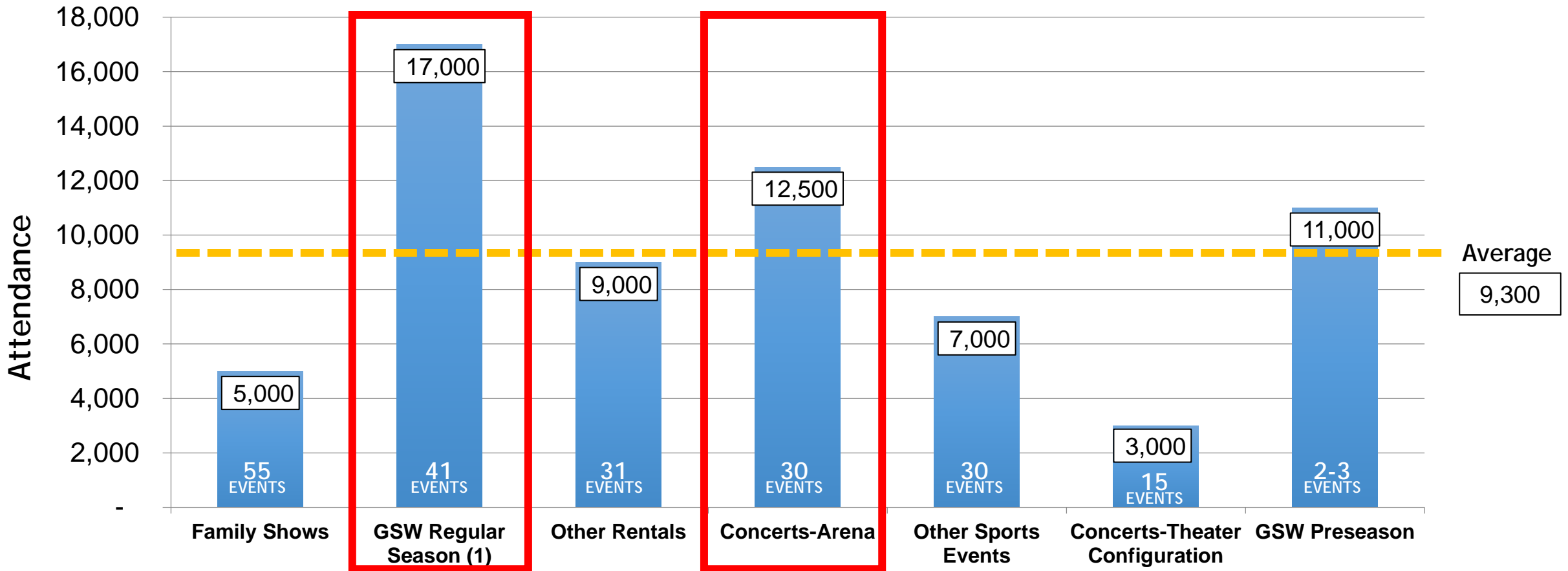


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Projected Event Count and Attendance (2)



(1) Attendance levels are lower than sell out capacity due to industry-standard No Show rate. GSW playoff games will range from zero to a maximum of 16 based on GSW performance.

(2) The project TMP also accounts for a typical (no-event) day with up to 2,700 office/retail employees on-site.

Mode Split Assumptions

Mode	GSW Peak Event Attendees ⁽¹⁾	SF Giants (2000)	SF Giants (2012)	Sacramento Kings
Transit	35%	39%	44%	26%
Auto	55%	49%	38%	74%
Bike	2%	Included in Other	2%	Not reported separately
Walk	4%	7%	11%	Not reported separately
Other ⁽²⁾	4%	5%	5%	Not reported separately

(1) Average Weekday

(2) For the Blocks 29-32 project, "Other" includes: Taxi, TMA shuttle, TNC (Uber, Lyft), pedicab



Transit Improvement Assumptions

- Central Subway
- Caltrain Electrification
- Muni Forward (TEP implementation)
- Blue Greenway
- Completion of Mission Bay road network



GSW Event Center and Mixed-Use Development



Transit Service Assumptions

- Supplemental Muni service
- 3 Muni Special Event shuttle routes
- Additional rail service
- Capital improvements (lengthening platform)

GSW Event Center and Mixed-Use Development

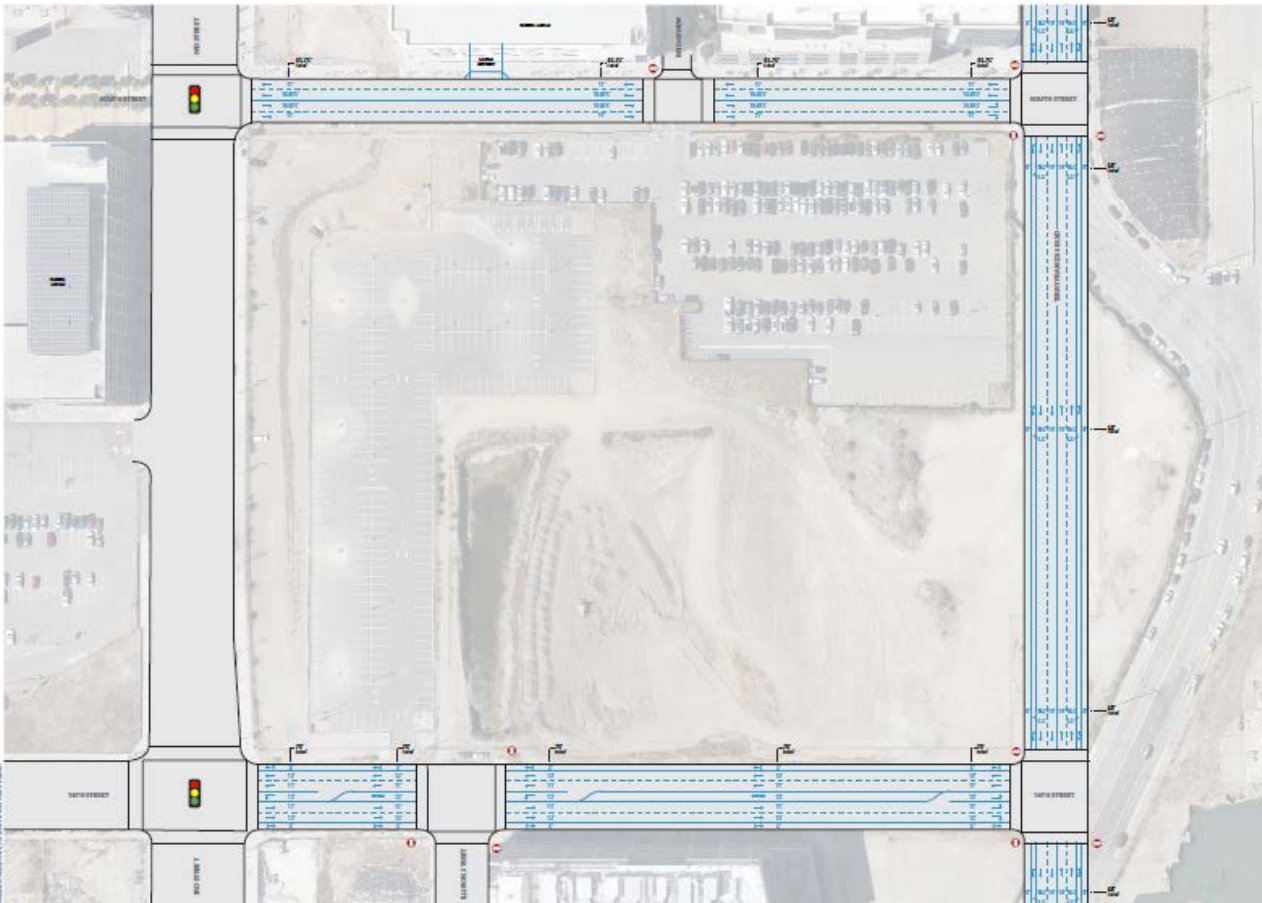


Event Parking Assumptions

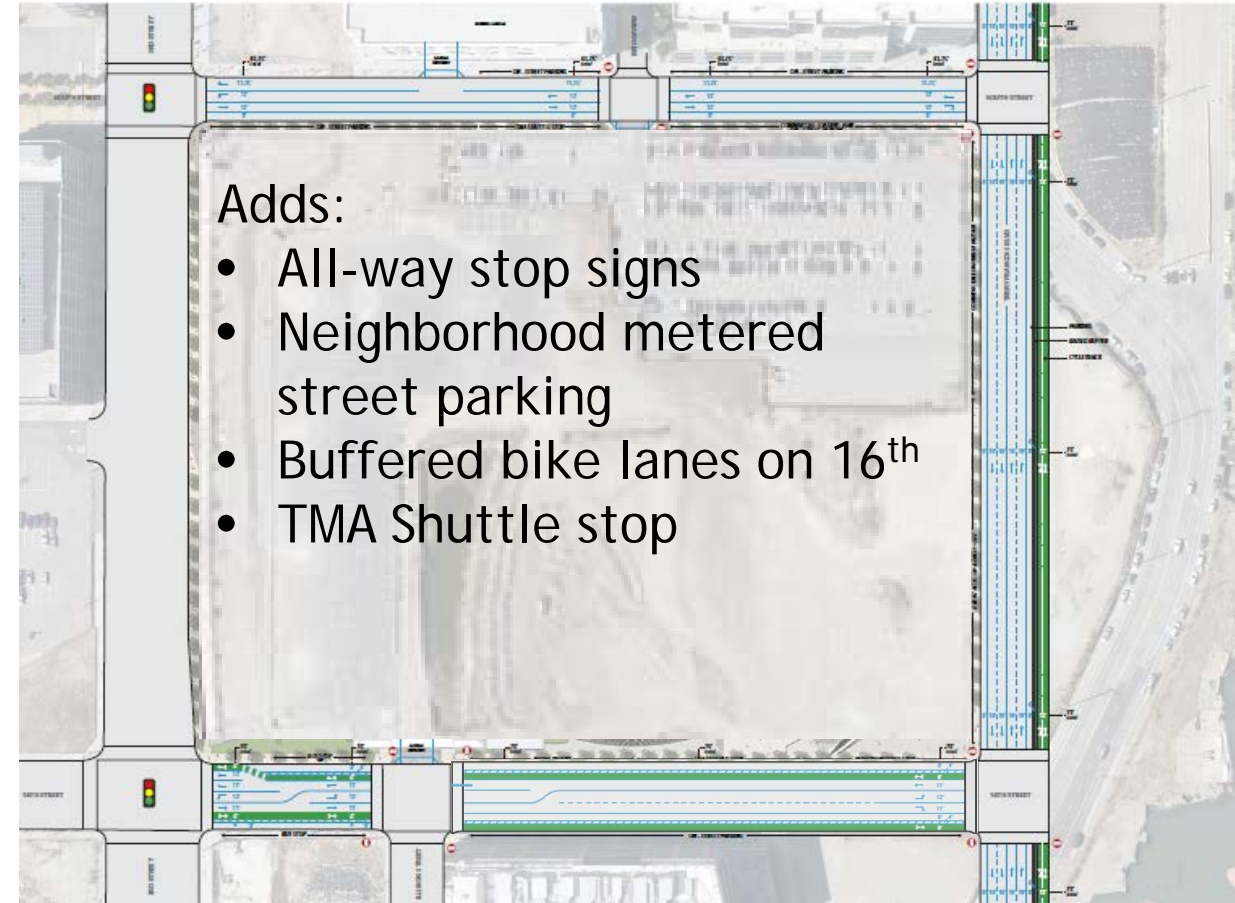
- On-site: 700 - 950 stalls
 - Approx. 20 - 30 minute post-event egress
 - Includes valet area for Retail
- Off-site/Satellite:
 - Office parking
 - Ex: 450 South Street
 - Event parking
 - Ex: Lot A, UCSF, and underutilized existing garages
- Street parking: heavily discouraged
 - Limited meter hours (shorter than event duration)
 - Special Event pricing



Lane Striping & Signal Assumptions



Mission Bay Infrastructure Plan



Proposed Revisions

Agenda

- Project Overview and Transportation Management Plan Context
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PEAK

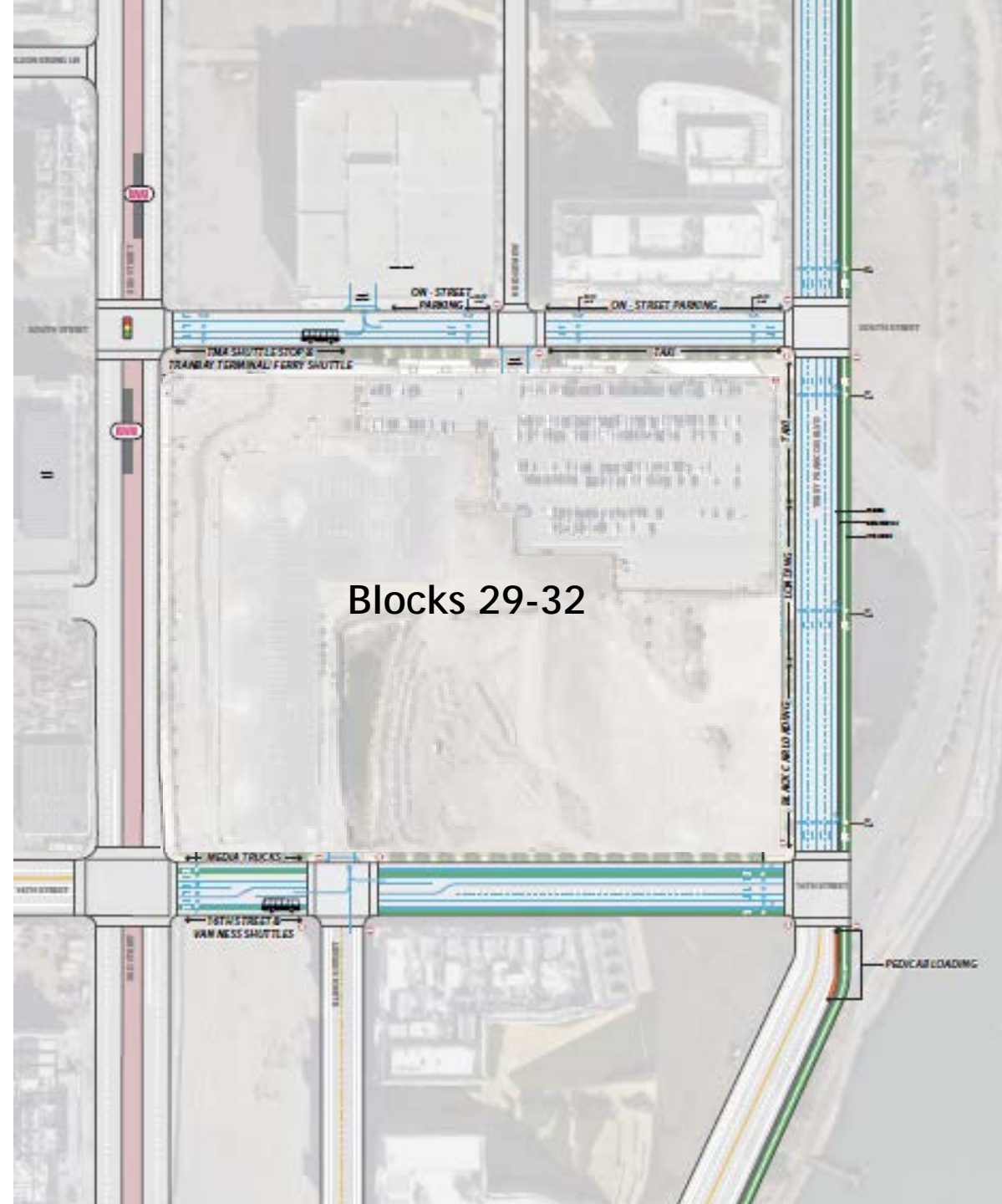
Pre-Event Preferred Routes



GSW Event Center and Mixed-Use Development

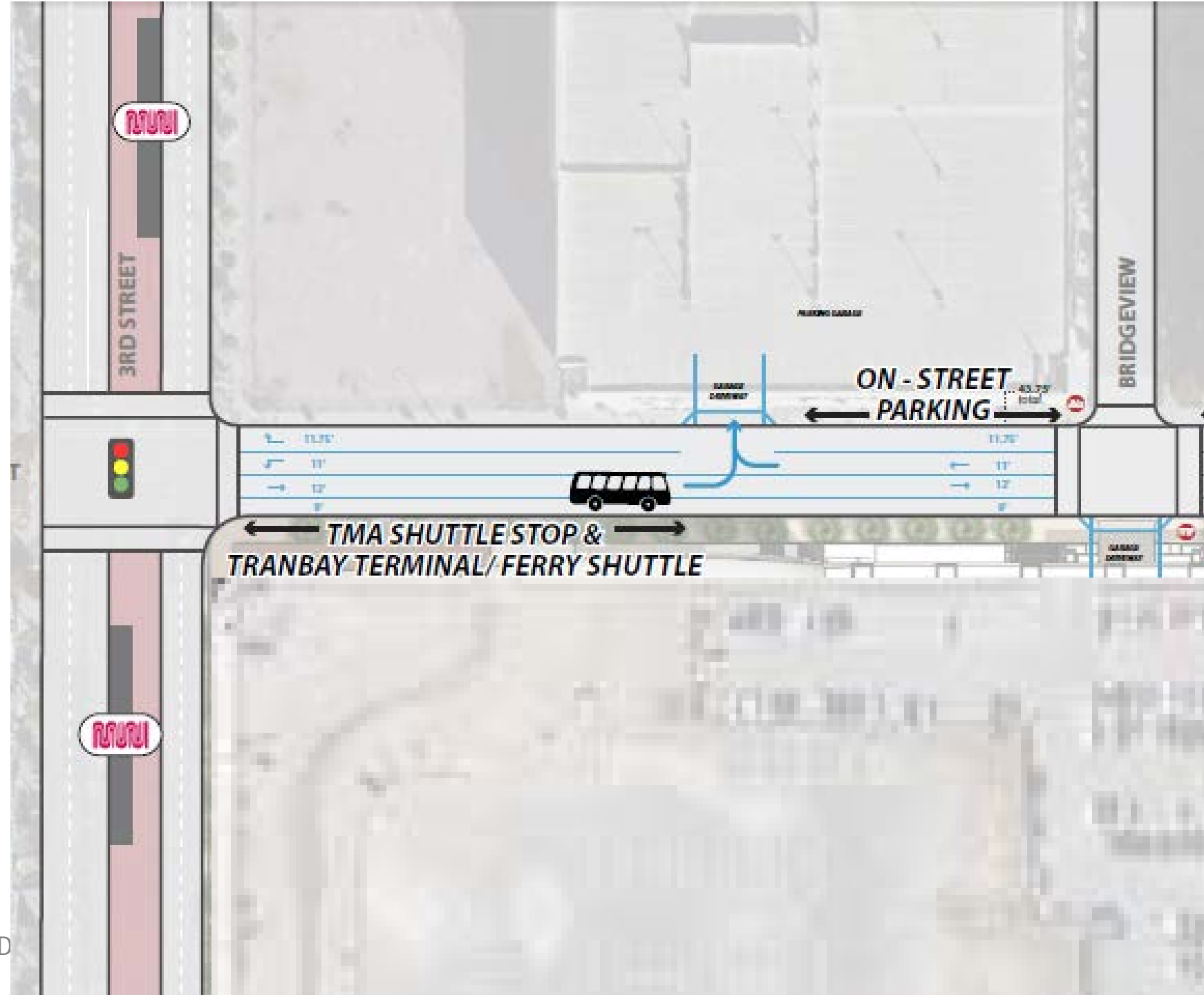
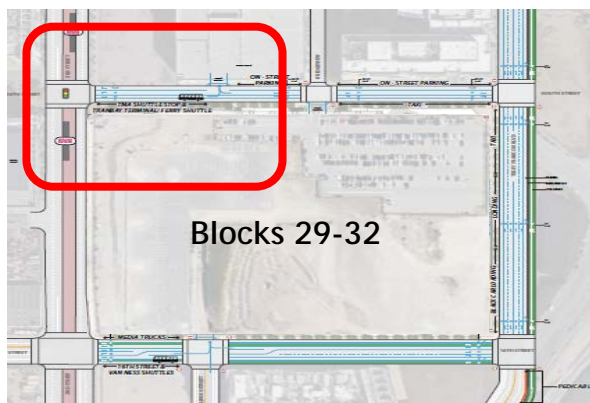
Pre-Event Curb Management

- Accommodates dispersed event arrivals over a ~2 hour period
- Based on separation of modes:
 - West: Transit
 - NE/East: Auto
 - SE/East: Bike/Walk
- Maintains clear inbound/outbound through-access for local neighbors and businesses



PEAK

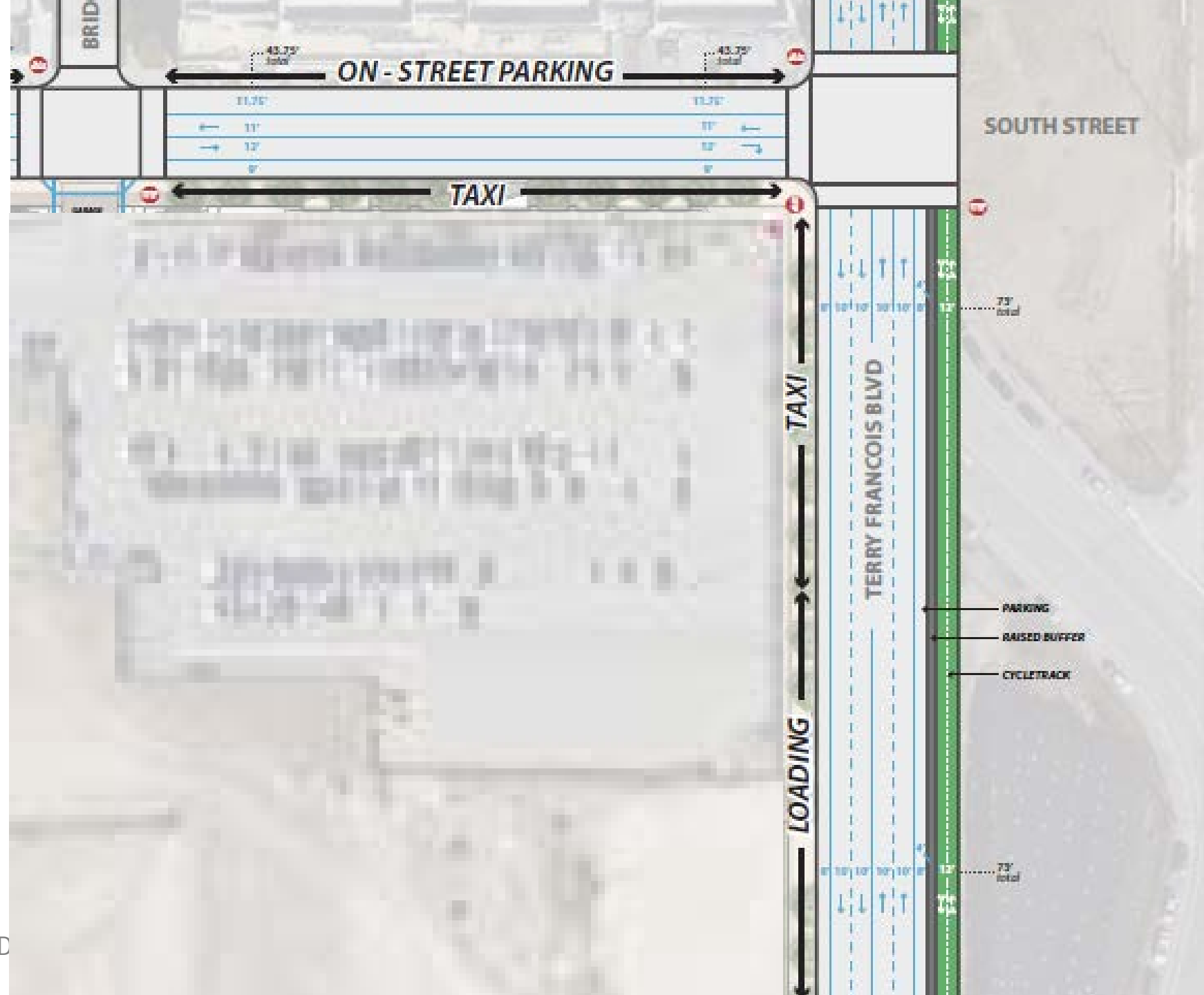
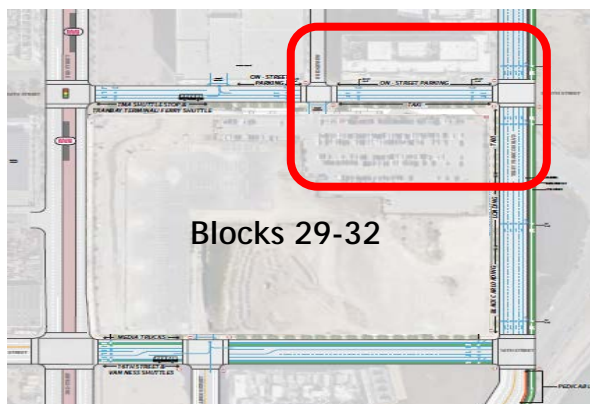
Pre-Event Curb Management: Northwest Corner



GSW Event Center and Mixed-Use D

PEAK

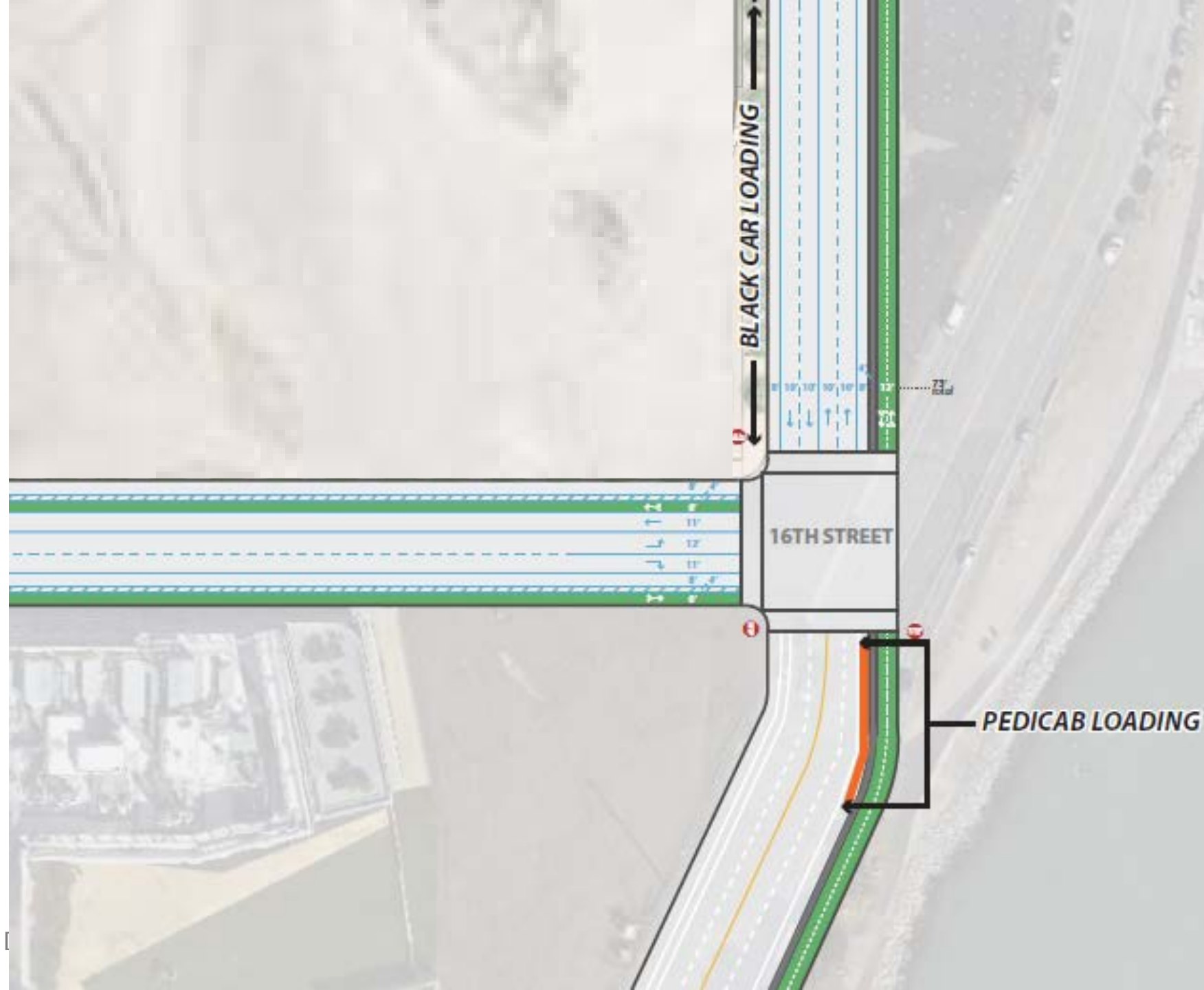
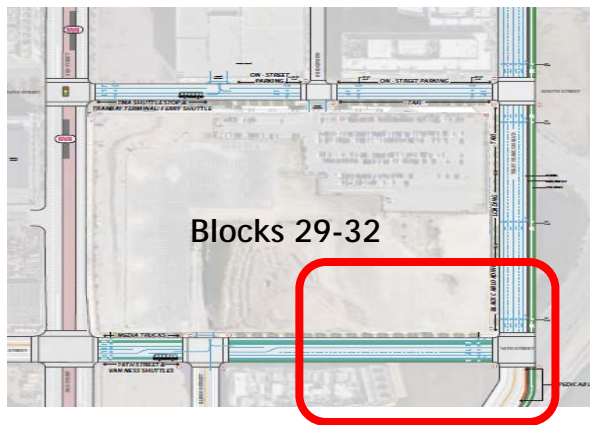
Pre-Event Curb Management: Northeast Corner



GSW Event Center and Mixed-Use D

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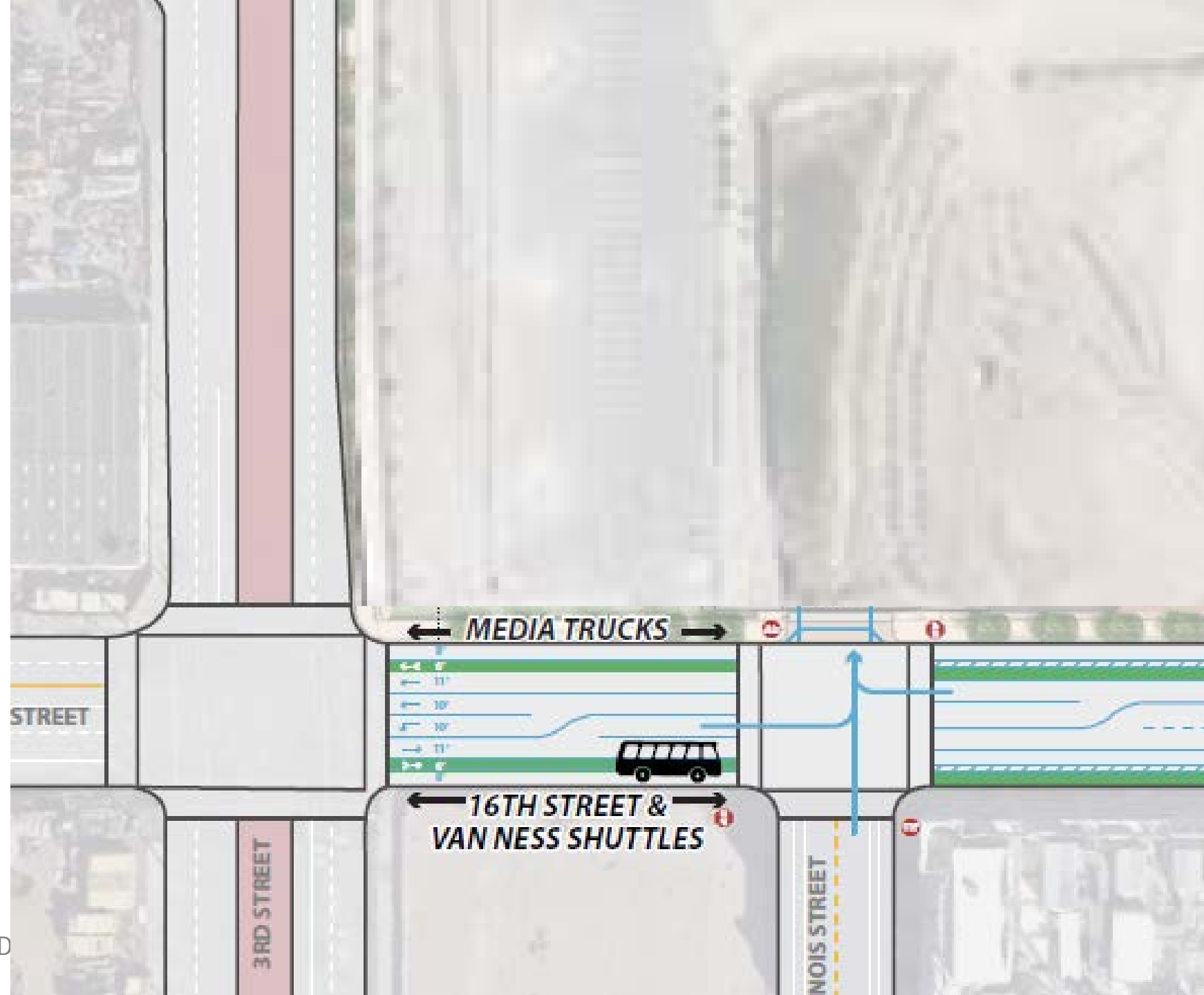
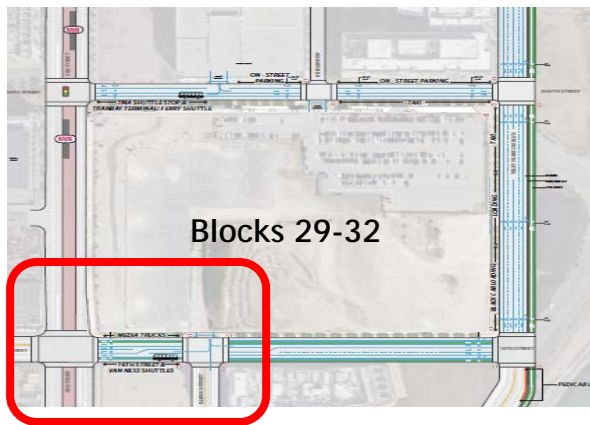
Pre-Event Curb Management: Southeast Corner



GSW Event Center and Mixed-Use I

PEAK

Pre-Event Curb Management: Southwest Corner



GSW Event Center and Mixed-Use D

PEAK

Pre-Event PCO Locations



Parking Control Officer (PCO)



Variable Message Sign (VMS)



GSW Event Center and Mixed-Use Development



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PEAK

Post-Event Preferred Routes

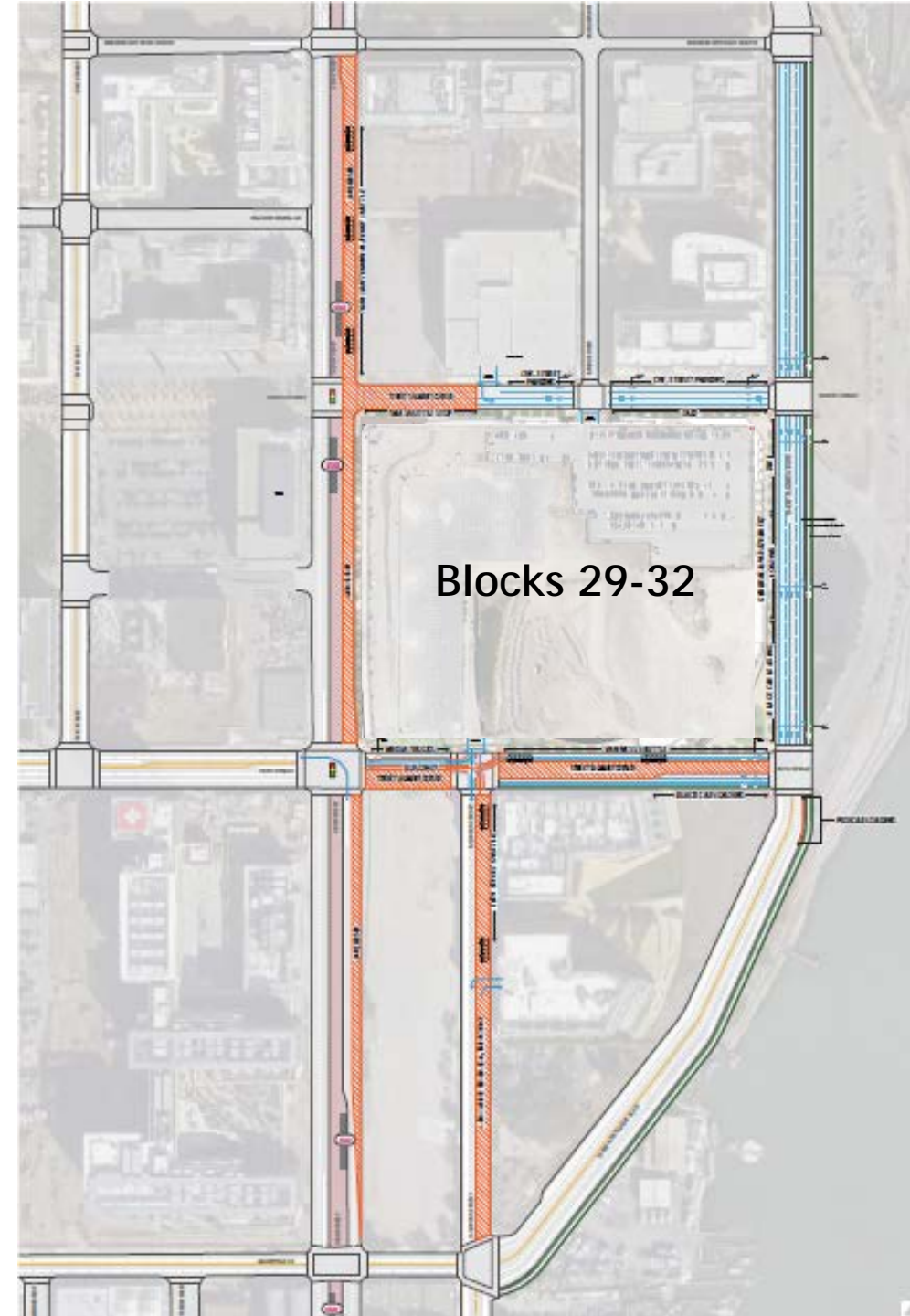


GSW Event Center and Mixed-Use Development



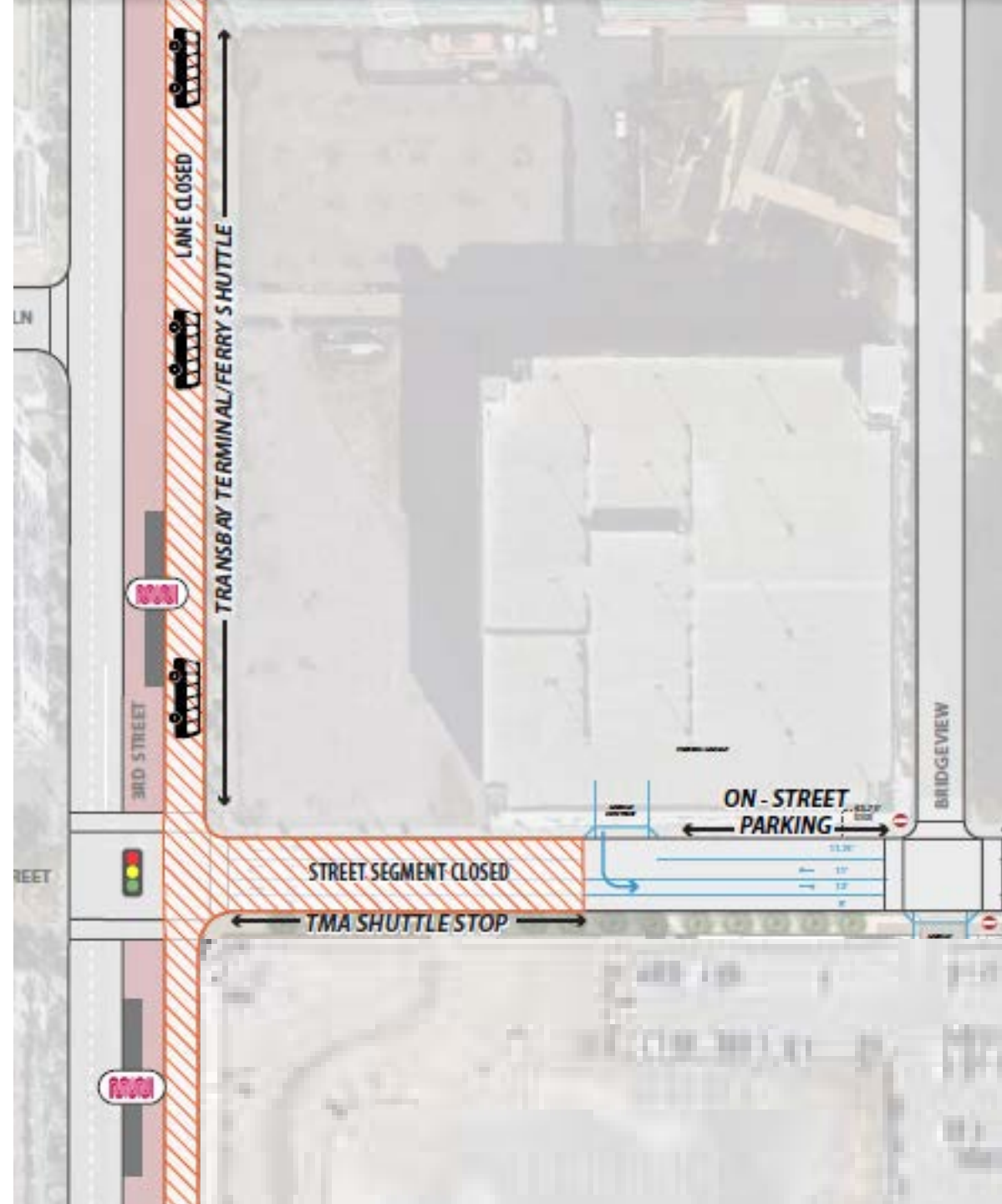
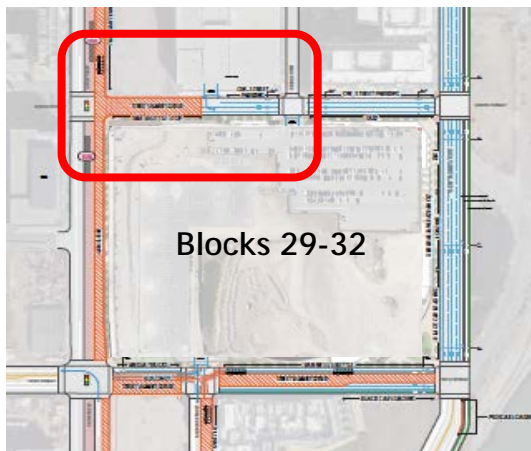
Post-Event Curb Management

- Designed to facilitate efficient, intuitive building exit
- Based on separation of modes consistent with arrival:
 - West: Transit
 - NE/East: Auto
 - SE/East: Bike/Walk
- Temporary street closures clear traffic and fans from the vicinity as quickly and safely as possible



PEAK

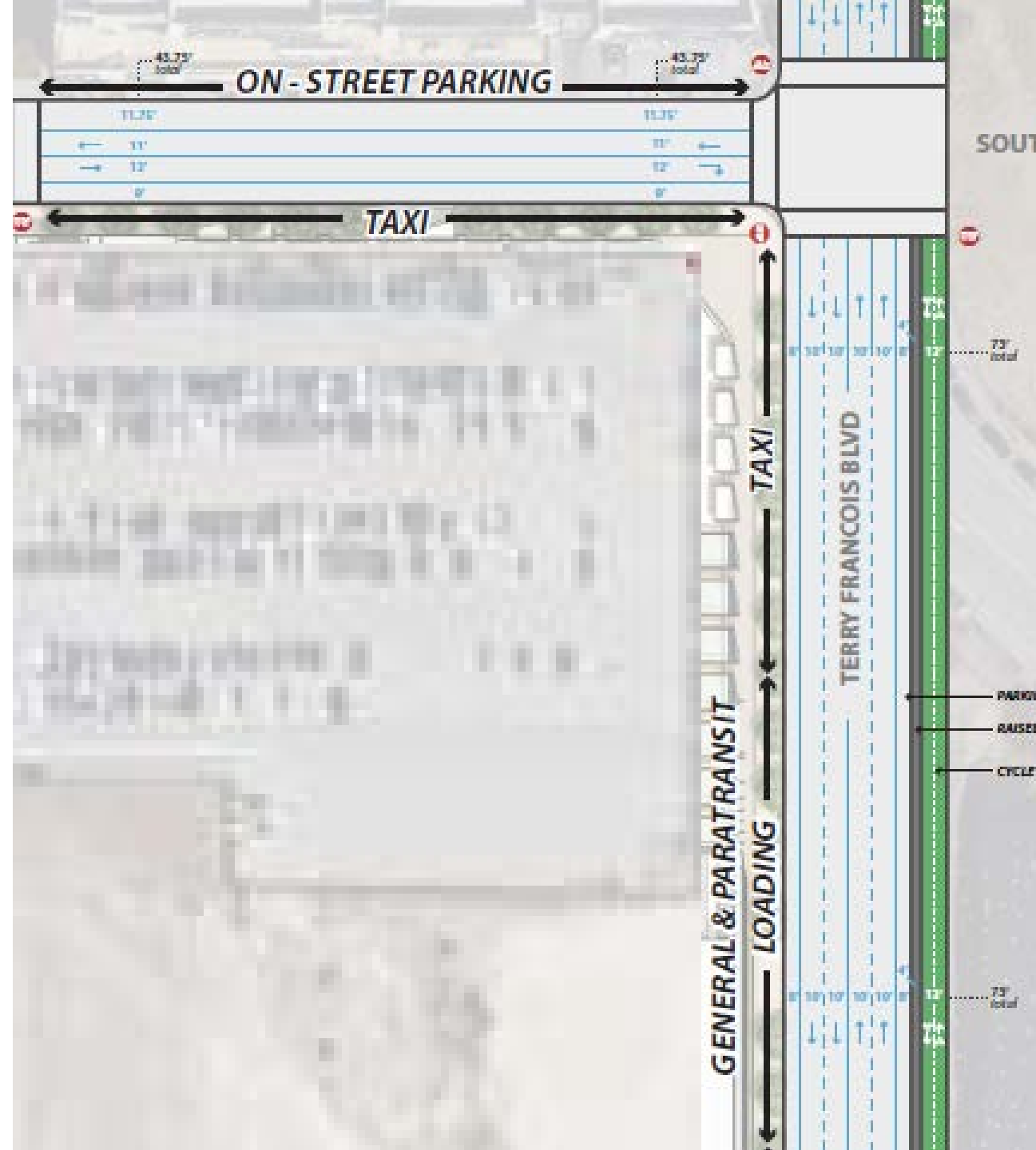
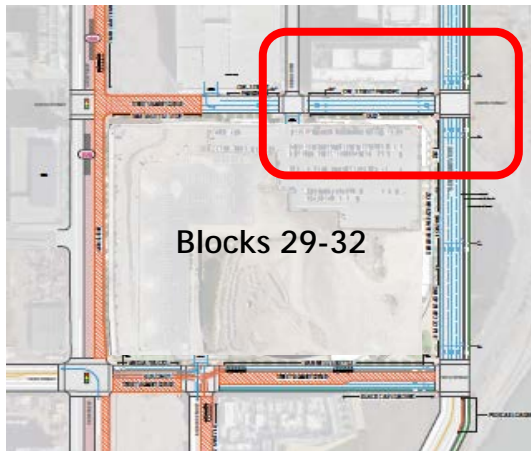
Post-Event Curb Management: Northwest Corner



GSW Event Center and Mixed-Use Development

PEAK

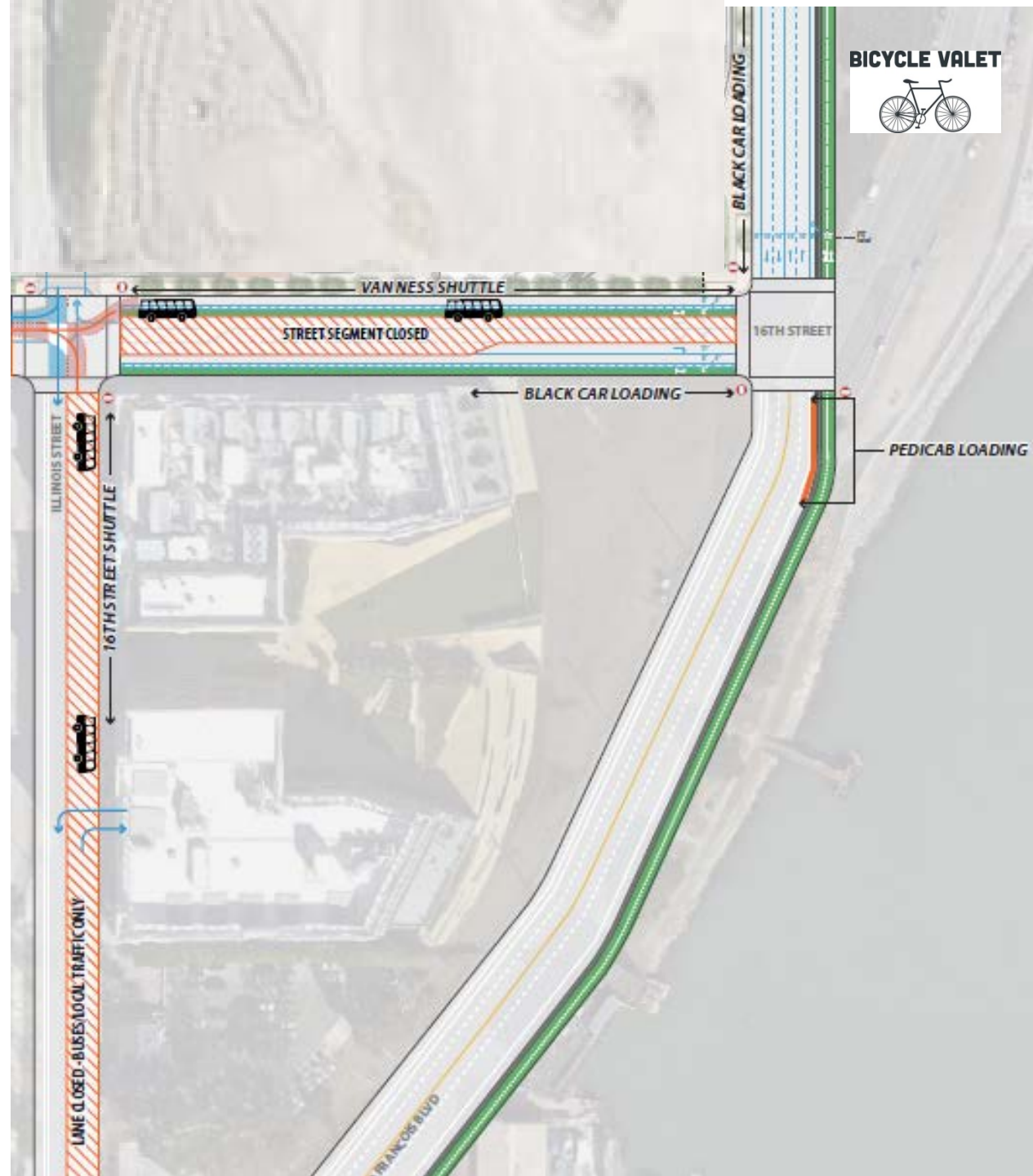
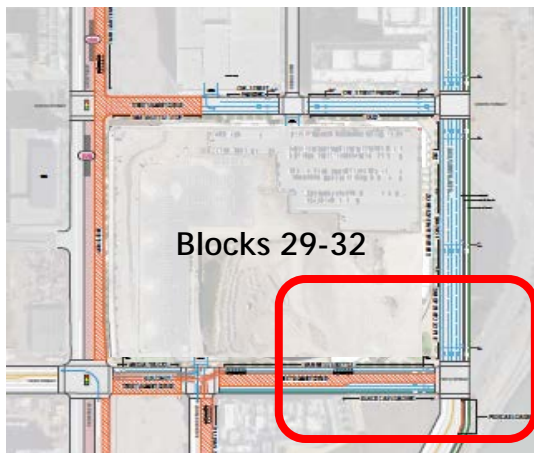
Post-Event Curb Management: Northeast Corner



GSW Event Center and Mixed-Use Development

PEAK

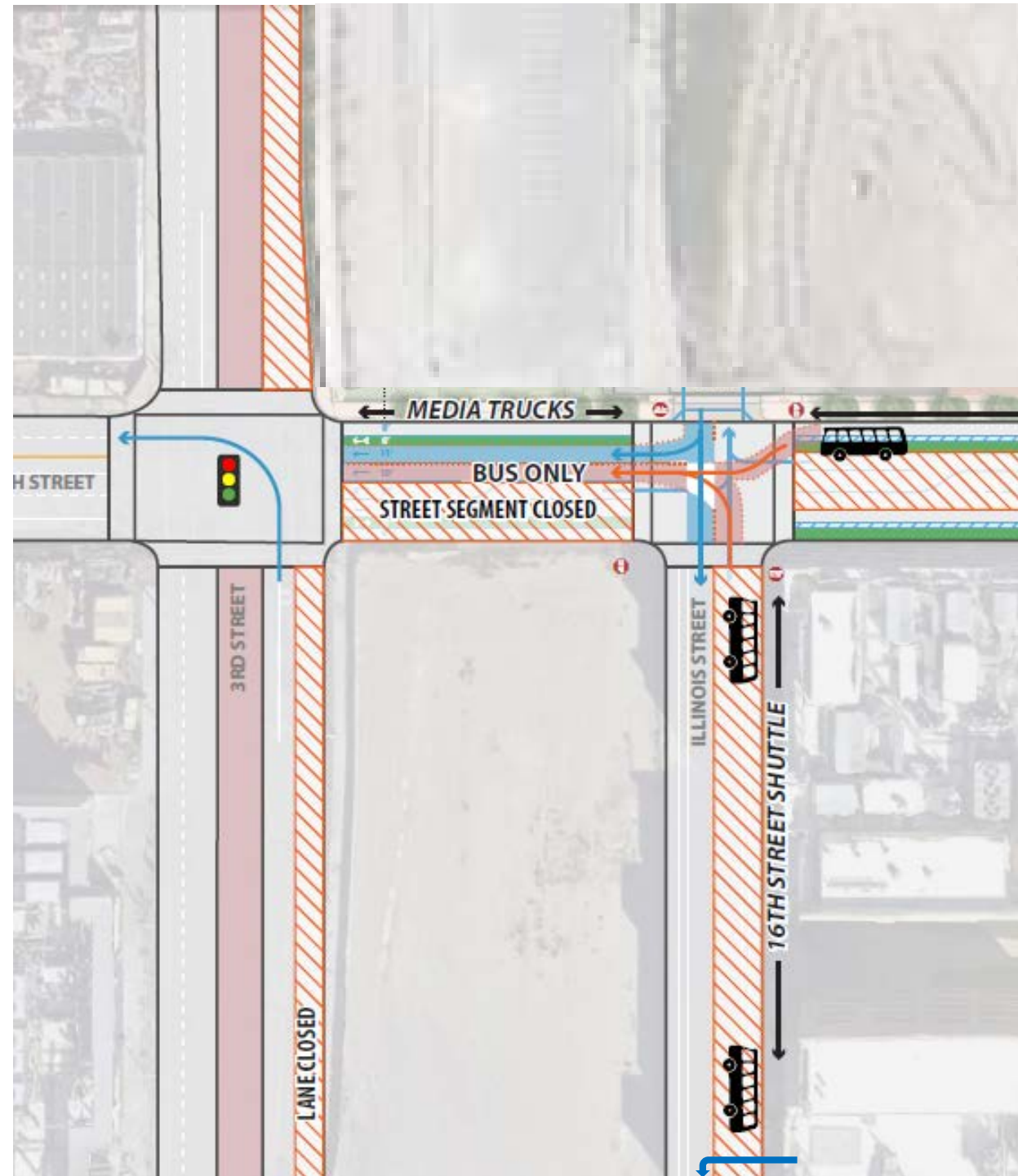
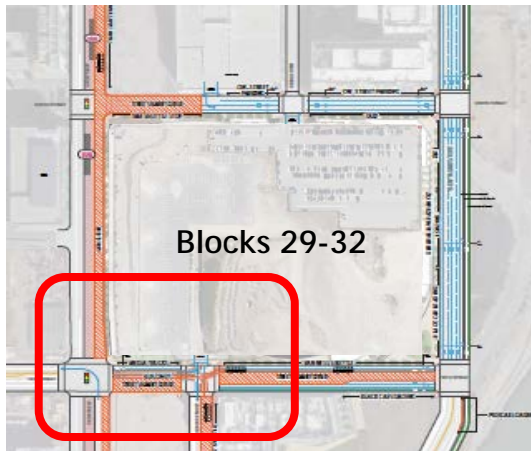
Post-Event Curb Management: Southeast Corner



GSW Event Center and Mixed-Use Development

PEAK

Post-Event Curb Management: Southwest Corner



GSW Event Center and Mixed-Use Development

PEAK

Post-Event PCO Locations



Parking Control Officer (PCO)



Variable Message Sign (VMS)



GSW Event Center and Mixed-Use Development



Dual Event PCO Locations



Parking Control Officer (PCO) - GSW



Parking Control Officer (PCO) - GIANTS



Variable Message Sign (VMS)



GSW Event Center and Mixed-Use Development



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Event Controls Summary

Traffic Control Strategy	No Event	Convention/ Small Event	Arena Concert	Peak Event/ NBA Game	Dual Event
Coordinate with SFMTA Special Events Team		✓	✓	✓	✓
Coordinate with BART, Caltrain, Muni, TMA, SFBC		✓	✓	✓	✓
Coordinate with Giants Special Events Staff	✓	✓	✓	✓	✓
Muni Ticket Sales at Event Center Box Office	✓	✓	✓	✓	✓
Taxi Zone on Terry Francois Blvd	✓	✓	✓	✓	✓
Taxi Zone on South Street			✓	✓	✓
Dedicated TMA Shuttle Stop	✓	✓	✓	✓	✓
Dedicated Muni Event Shuttle Stops			✓	✓	✓
PCO Supervisor at Event Center Control Room			✓	✓	✓
PCOs Positioned on and around site		✓	✓	✓	✓
Post-Event Lane Closures			✓	✓	✓
Bike Valet Operating		✓	✓	✓	✓

Representative Travel Demand Strategies

- Appoint Event Center Transportation Coordinator
- Utilize dynamic wayfinding and communication
- Provide substantial bicycle parking spaces
- Price parking to discourage driving
- “Know Before You Go” app and webpage





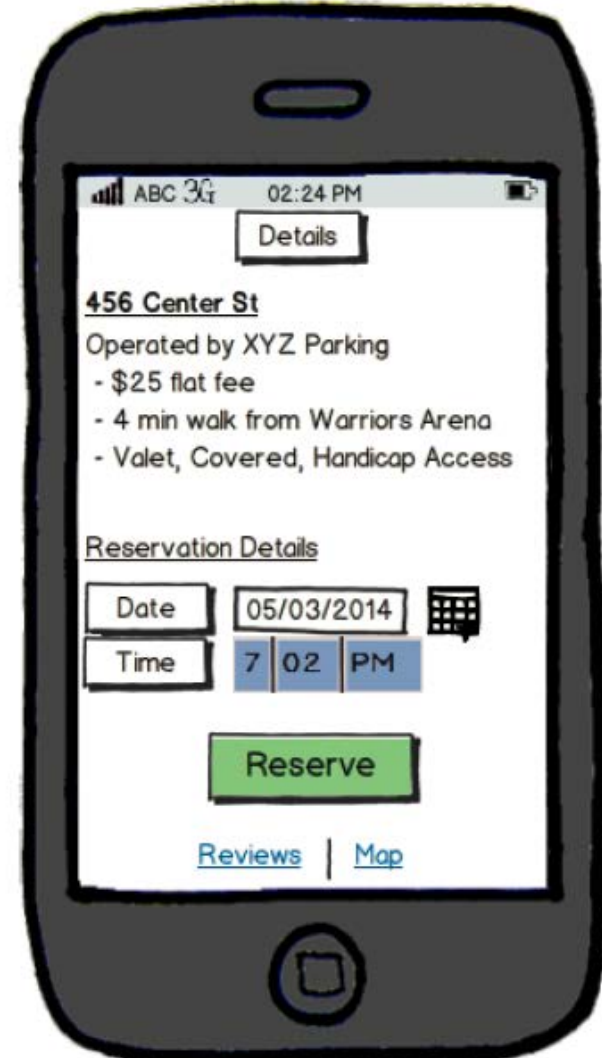
Personalize trip options



Menu options: show drive/park options last, rate by sustainability, etc.



Show garages, major transit stations, bike share pods, etc.



If driving, reserve your spot in advance (no more circling)

Monitoring and Refinement

Tools:

- Regular Coordination Meetings with MTA's Special Event Team and Ballpark Mission Bay Transportation Coordinating Committee
- Event attendee and employee surveys
- Parking utilization data collection

Documentation:

- TMP Travel Survey Memo (first year)
- TMP Monitoring Report (annually)
- Update presentations to Mission Bay community (as needed)



Project Next Steps

- Provide comments on project at SFArena@warriors.com
- Topics for upcoming CAC meetings:
 - Major Phase design updates
 - Schematic design
 - Review transportation analysis and mitigations



Thank You

